

LEO BURNETT COMPANY, Inc.

Ad No. 391—Redundant—Reg. No. 15081—1 pg. 4½ broad, Newsweek, U.S. News, World Report, Sports Illustrated, 1972 (A)
Printed in U.S.A.

**Looks a bit redundant,
doesn't it?**



It works like a
cigarette holder
works.



Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Keeps 10 mg "tar," 1.1 mg nicotine—100's; 10 mg "tar," 1.4 mg nicotine av. per cigarette. FTC Report Apr. 72

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